

CASE STUDY:

American Executive Centers

Philadelphia, PA

American Executive Centers (AmericanExecutiveCenters.com) is an executive suite company that provides fully-furnished offices, meeting facilities and business support services to organizations of all sizes.

In order to give their clients a professional office environment that acts as their own, American Executive Centers' seven different locations in the greater Philadelphia area offer today's best business communications technology, flexible leasing options and full-service support personnel.

Because many different businesses rely on American Executive Centers' reception services to represent their company and field their incoming calls, a fully-functioning phone system is critical to American Executive Centers' success. That's where Expert Technology Associates (ETA), an award winning, full-service business communications provider, comes in.

FORGING A NEW RELATIONSHIP WITH ETA

When American Executive Centers was introduced to ETA, they already had a technology vendor and telephone carrier they had been with for years.

"We started having some issues with a previous vendor that we were using, and I was looking for somebody else," said Anne Senski, American Executive Centers' VP of Operations. But, "it [moving to ETA] entailed us leaving the telephone carrier that we had been with for 12 years and were perfectly fine with. And, in our industry, nobody's ever fine with their carrier."

However, after meeting with Sr. Network Services Specialist Paul Weiss and the rest of the ETA team, Senski and American Executive Centers decided that ETA was right for them.

"I immediately thought, 'You know what, they really get it. They really know how to partner with their customers, they know how to treat their employees well,'" Senski said. "And we were looking for a company to partner with that would really help us take our services to the next level."

And go to the next level is exactly what ETA did. In fact, ETA demonstrated how American Executive Centers could significantly reduce their monthly carrier costs by eliminating as many as 170 POTS (Plain Old Telephone System) lines across their seven sites and by integrating their faxes into their existing Inter-Tel (now Mitel) Axxess phone system. When done in conjunction with a migration from their previous carrier to the carrier PAETEC, the net result was a 40% reduction in monthly operating costs relating to their phone/telecom services. On top of that, ETA reviewed and improved how American Executive Centers charges clients for phone usage.

"He [Weiss] didn't just look at our phone bills and say, 'Ok, I can cut your rates this way,'" said Senski. "He looked at our entire infrastructure of how we had all of our lines laid out and came up with some very creative ways to enable us to not only keep those lines, but to reduce our costs on the lines alone by about \$70,000 a year. No other vendor has ever taken a step that far."

A CRITICAL OFFICE MOVE - PLANNING ENSURES BUSINESS CONTINUITY

Immediately after coming on board with ETA, American Executive Centers began the process of closing their Exton, PA, facility and opening a new, state-of-the-art office in Malvern, PA.

"That is a huge endeavor," said Senski. "Having that phone cut take place properly was so, so important for us."

In order to ensure that American Executive Centers' move to Malvern went off without a hitch, ETA collaborated with players from all sides and planned out every detail in advance.

"ETA had an implementation group...that really organized everything, sat down with me and said, 'Anne, this is our plan. This is what we're going to do,'" Senski said.

That implementation team planned on using two hours to disconnect the switch in Exton, get it in place in Malvern, have it up and running, and make the cut over from American Executive Centers' previous carrier to their new carrier, PAETEC.

"ETA had a great plan structured. They had pre-testing done on the circuits way ahead of time. None of the other cuts that I've ever had with any other carrier or any other vendor did that pre-testing," said Senski. "I was so pleasantly surprised that everything – every cut – really went without a hitch. And it was done quickly. It was done in a very organized fashion. Every deadline was met, every promise was fulfilled, and that's really something that ETA should be very proud of. As well as PAETEC."

THE RESULT - A SEAMLESS TRANSITION

In the end, the smooth cut allowed American Executive Centers' staff to focus on the other important aspects of their move.

"With the stress we were all under anyway, just from having to move our location and take care of all of those other issues – I didn't have to worry about the cut. And that's never, in my 25 years with the company, ever taken place," Senski said.

WHY ETA - RESOURCES, PARTNERSHIP, RESULTS

"My business is the executive suite business. It's not telephony. So, having somebody that I knew would be able to guide our company in the right direction was critical," said Senski. "When I call either Paul or Eileen, or Craig or Dan, they have the sense of exactly what it is that I need, and they have the right direction to advise me to take. And they're with me through the whole process. I've never heard, 'Anne, you can call this person at your conferencing carrier and have them take care of your needs,' and then they never talk to me again. They're on the phone with me while I'm talking to that conferencing carrier. They're helping explain to them, if they're not understanding what I need, exactly what I do need. Having that resource and that partnership is invaluable."